

1. A method of promoting a number of different companies to members of a target audience comprising the following steps:
  - a) acquiring a quantity of golf balls from a golf ball supplier,
  - 5 b) marking said golf balls at a central location with trademark images belonging to the companies;
  - c) distributing said marked golf balls from the central location to a plurality of different driving ranges, the driving ranges each having a plurality of tee areas from which golf balls are played by the members of the target audience and a field  
10 adjacent to said tees into which the played golf balls land,
  - d) distributing quantities of marked golf balls at the driving ranges to the members and allowing said members to play the marked golf balls at the tees,
  - e) collecting the marked golf balls from the fields after the balls have been played and then redistributing said played balls to the members of the target audience to  
15 be played again at the tees,
  - f) repeating step e) a number of times, and
  - g) removing the golf balls from the driving range after the golf balls have been played said number of times.
- 20 2. The method of claim 1 wherein each golf ball is marked with the trademark images of only one company.

3. The method of claim 2 wherein each driving range receives a variety of differently marked golf balls and wherein the operator of the driving range provides at least some of the members with a variety of differently marked golf balls.

5 4. The method of claim 2 wherein at least some of the driving ranges receive only identically marked golf balls from the central location.

5. The method of claim 1 wherein the golf balls are played until they become worn before being removed from the driving range.

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6. The method of claim 1 wherein each member of the target audience playing at the driving range receives a plurality of marked golf balls each time the member plays.

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7. The method of claim 1 wherein the driving ranges are selected to lie within a preselected geographic area, the preselected geographic area corresponding to the geographic areas the companies wish to promote their trademarks.

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8. The method of claim 3 wherein the played golf balls are removed from the driving ranges after a time period, the time period selected to remove the balls before the balls become worn out.

9. A method of advertising a company to members of a target audience comprising the

following steps:

- a) receiving an order from a company to promote a trademark image belonging to the company to the members of the target audience,
- b) acquiring a quantity of golf balls from a golf ball supplier,
- 5 c) marking said golf balls with the trademark image;
- d) distributing the marked golf balls to a plurality of driving ranges to be played by the members of the target audience,
- e) removing the marked golf balls from the driving range after the golf balls have each been played several times.

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10. The method of claim 9 wherein the order is received by a facilitator and wherein said facilitator has the golf balls marked and wherein the facilitator has the marked golf balls delivered to the driving ranges.

- 15 11. The method of claim 10 wherein the driving ranges each comprise a plurality of tee areas from which the members of the target audience play the marked golf balls and a field adjacent the tee areas into which the played golf balls land.

12. The method of claim 11 wherein the marked balls are collected from the field by an  
20 operator after the balls been played and wherein the operator returns the collected balls to

the members of the target audience to be played again.

13. The method of claim 12 wherein the played golf balls are removed from the driving ranges after a time period, the time period selected to remove the balls before the balls become too worn out.

14. The method of claim 10 wherein the driving ranges are selected to lie within a preselected geographic area, the preselected geographic area corresponding to geographic areas the companies wish to promote their trademarks.

15. A method of promoting a plurality of companies to members of a target audience comprising the following steps:
- a) receiving an order from each company to promote a trademark image belonging to each respective company to the members of the target audience,
  - b) acquiring a quantity of golf balls from a golf ball supplier,
  - c) marking said golf balls with the trademark images of said companies;
  - d) distributing the marked golf balls to a plurality of driving ranges to be played by the members of the target audience,
  - e) removing the marked golf balls from the driving range after the golf balls have each been played several times.

16. The method of claim 15 wherein the orders are received by a facilitator and wherein said facilitator marks the golf balls and wherein the facilitator delivers the marked golf balls to the driving ranges.

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17. The method of claim 16 wherein the driving ranges each comprise a plurality of tee areas from which the members of the target audience play the marked golf balls and a field adjacent the tee areas into which the played golf balls land.

- 10 18. The method of claim 17 wherein the marked balls are collected from the field by an operator after the balls been played and wherein the operator returns the collected balls to the members of the target audience to be played again.

- 15 19. The method of claim 18 wherein the played golf balls are removed from the driving ranges after a time period, the time period selected to remove the balls before the balls become too worn out.

- 20 20. The method of claim 16 wherein the driving ranges are selected to lie within a preselected geographic area, the preselected geographic area corresponding to the geographic areas the companies wish to promote their trademarks.

21. The method of claim 15 wherein each golf ball is marked with the trademark images of only one company.
- 5 22. The method of claim 21 wherein each driving range receives a variety of differently marked golf balls and wherein the operator of the driving range provides at least some of the members with a variety of differently marked golf balls.
- 10 23. The method of claim 15 wherein at least some of the driving ranges receive only identically marked golf balls from the central location.
24. The method of claim 16 wherein the golf balls are returned to the facilitator after the golf balls have been played several times.
- 15 25. The method of claim 15 wherein each member of the target audience playing at the driving range receives a plurality of marked golf balls each time the member plays.
26. The method of claim 15 wherein the driving ranges are selected to lie within a preselected geographic area, the preselected geographic area corresponding to geographic areas the companies wish to promote their trademarks.
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27. The method of claim 15 wherein the played golf balls are removed from the driving ranges after a time period, the time period selected to remove the balls before the balls become too worn out.

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28. The method of claim 16 wherein substantially all of the golf balls played at the driving ranges are marked balls delivered from the facilitator.

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29. The method of claim 10 wherein substantially all of the golf balls played at the driving ranges are marked balls delivered from the facilitator.

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30. The method of claim 9 further comprising the step of marking a percentage of the balls with a special marking, said specially marked balls being distributed to the members, said specially marked balls being redeemable by the members receiving the specially marked ball for a prize.